

A. Student

WRTG 393

Assignment #1 – Three Personas

Persona #1 – **Reggie**

Reggie is an 11-year-old middle school student in the state of Georgia, where he lives with his parents. Reggie loves working with computers and also acting out stories with video game puppets and props he makes himself. Like many his age, Reggie is also a robust consumer of YouTube videos, which have largely replaced TV in his media diet.

In several of Reggie's favorite YouTube channels, the creator(s) act out stories with their favorite gaming characters, from Mario to Kirby. Reggie would like to start his own YouTube channel and upload the many recordings he has made of himself acting out the fantasy stories that he creates.

Although Reggie is a heavy YouTube consumer, he has never been backstage at YouTube before and is unfamiliar with the requirements and process of a minor creating his own channel. In addition, Reggie is concerned that his channel and his role-playing may seem childish to peers; therefore, Reggie does not want to use his real name or provide any personal identifying information.

Persona #2 – **Brittany**

Brittany is a 28-year-old Graphic Facilitator: a sketch artist who facilitates meetings by drawing a visual narrative of the event and its outcomes. From her home base in South Carolina, Brittany has built her one-person business by traveling tirelessly around the country facilitating meetings both large and small. Her hectic travel schedule has limited her business to only physical appearances and the sketch graphics she leaves behind for the group.

Although her business is successful and supports her minimal lifestyle, Brittany is now thinking of the future. She believes her graphics could find a larger audience on a website such as YouTube. A presence on the world's second largest website would also bring new opportunities.

Because Brittany is an artist working with physical materials, she has not had many opportunities to develop skills with digital equipment. Although Brittany is a frequent YouTube user, its inner workings of YouTube and the process of video creation are a mystery to her. Nonetheless, she knows the site's importance and is determined to build a presence there by establishing a basic channel where she can publish her content.

Persona #3 – **Kathy**

Kathy is a 42-year-old mother of a high-functioning autistic child. Like many mothers of disabled children, she has dedicated her life to understanding, nourishing, and supporting her child, never doubting the child's potential.

Although Kathy lives in rural Tennessee, she has traveled to autism workshops nationally, allowing her to establish contacts within the autism community throughout the U.S., Canada, and Europe. Most of all, Kathy's advocacy for her child has led to her involvement as an advocate for special education programs at the school district where her son attends. Recently, Kathy has been asked by a national autism advocacy group to serve as an "Autism Angel" in her community, where she will share her knowledge and experience with parents.

In her capacity as a parent consultant, Kathy conducts voluminous email correspondence, creates flyers and pamphlets for clients, and represents parents in meetings with school officials and teachers. Now Kathy is looking for a way to streamline her information sharing and thinks that a YouTube channel might be a good start. Kathy is fluent with many parts of the internet, but YouTube is not one of them. She rarely watches any YouTube programming and is unsure if she even qualifies to have a channel.